

PATRICK CROKIN

CREATIVE DIRECTOR

CONTACT

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🌐 www.patrickcrokin.com

📍 Heath, TX

SKILLS

Adobe Creative Suite

MS Office

Google Apps for Work

Woodworking

EDUCATION

Chicago Portfolio School

Art Direction

Made a book

University of Iowa



Bachelor of Arts in Fine Art

Minor in Political Science

Cornell University

Professional Certificate

Rethinking Retail & Brands - 2021

AWARDS

2022 Effie Award - Bronze

2021 Reggie Award - Bronze

2015 Reggie Award - Silver

2015 PRO Award - Bronze

Archive Magazine - Student of Year Nominee

PROFILE

I've been creating my entire life. With an education in the fine arts, 15+ years experience developing and implementing creative solutions for some of the most recognized brands in the world, and also taking on aspirational (for my low skillset) wood working projects in my garage, I've always considered myself a maker. Whether it be developing work that ignites commerce acceleration or promoting growth for my team, I have a passion for building. As a proven leader with a track record of inspiring and bringing up others, I'm looking for opportunities to create, lead, and drive prosperity for both brands and teams.

WORK EXPERIENCE

Creative Director

2017-2023

Integer

ExxonMobil

- Led creative initiatives for all Mobil 1™ retail marketing
- Executed both national and retailer specific omnichannel programs that were driven by human centric insight, strategy, data, and design
- Advanced growth and development of all team members and fueled collaboration across all departments
- Implemented volume driving solutions year over year
- Charted beyond the motor oil aisle with cross category partnerships that attracted new shopper segmentations and ignited brand growth

Associate Creative Director

2013-2016

Upshot Agency

Google / New Balance

- Launched and developed marketing efforts for Google Apps for Work
- Led creative initiatives for all New Balance retail marketing, new product launches and global marathon sponsorships

Senior Art Director

2011-2013

Upshot Agency

New Balance / P&G / Constellation Brands

Art Director

2007-2011

Upshot Agency

*Crown Imports / P&G / Skyy Spirits /
Unilever / Kraft / Finish Line*